

Trade Promotions Menu
February 18, 1992

<u>Program</u>	<u>Applicable Brand(s)</u>	<u>Packaging</u>	<u>Sell Sheet Required (2-sided)</u>	<u>POS/Display Facsimile</u>	<u>Applicable Outlet(s)</u>
1. Personal Care Savings	Multibrand	Cartons	✓	✓	Grocery Drug Mass
2. Rise-n-Shine					
A. C-Store Version	Marlboro	2-packs	✓	✓	C-Stores
	All	2-packs	✓	✓	" "
B. Grocery Version	All	Cartons	✓	✓	Grocery
C. Continuity	Marlboro	2-packs	✓	✓	C-Stores
	All	2-packs	✓	✓	" "
3. Car Care Savings	Marlboro	Cartons 2-packs	✓	✓	Mass C-Stores
4. Video Values	All	Cartons 2-packs	✓	✓ ✓	Grocery Mass C-Stores
5. Seasonal Savings	All	Cartons	✓	✓	Grocery Mass
6. Customers Choice Savings	All	Cartons	✓	✓	Grocery Mass
6B. Extended 4th Quarter Events	All	Cartons	✓ (1-sided copy only)	✓ (with dealer loader)	Grocery Mass Drug C-Store

2060187885

02/18/92 18:23 0914 848 7341

LANGWORTH TAYLOR

003